

## Towards a Circular Economy for Plastics in India

Development Alternatives (DA) Group, a pioneer in sustainable development, has undertaken several initiatives to reduce resource scarcity, resource disparity, and environmental degradation. DA has been at the forefront in advocating the opportunities tied to 'waste as wealth' and its sustainable management. DA has partnered with premier national and international research and technology organisations, academia, think tanks, NGOs, and Municipal Corporations to combat plastic pollution. The ongoing Indo-Australian industry and research collaboration for reducing plastic waste coordinated by the Commonwealth Scientific and Industrial Research Organisation (CSIRO) aims to develop long-term plastic waste management strategies and new technology and business models to help plastic supply chains innovate. Our action-research interventions in the Indian cities of Agra and Haridwar have led to effective waste management infrastructure, augmented waste collection, and improved data collection and monitoring in municipal solid waste management.

With its experience, the DA group is looking forward to demonstrating exemplary waste management approaches and piloting innovative models capable of wide-scale applicability and replication. Some of the potential interventions identified are as follows:

**Identifying feasible extended producer responsibility (EPR) model** by tracking EPR data and its impact at the city level, identifying on-ground challenges, and providing feedback to the municipality on the EPR status.

**Data integration of municipal waste** - Developing integrated waste data sets for urban local bodies in collaboration with Integrated Command Control Centres (ICCC) developed under the Smart Cities Mission.

**Technology tracker and marketplace for secondary and recycled materials** - A dynamic digital one-stop platform for communicating new-age technologies available for the effective recycling of plastic waste and facilitating matchmaking between secondary material suppliers and buyers.

**Facilitating community-led initiatives** aimed at plastic waste-related issues and empowering the local community, especially women, by integrating them into the local waste management system and supporting them in establishing small and medium

enterprises.

**Facilitating behaviour change campaigns** with a focus on leading large-scale campaigns supported by evidence, capacity-building programs, scientific data, and targeted stakeholder.

With an overarching objective of achieving global and national resource efficiency goals, DA seeks support from national and international organisations to contribute towards India's transition to a circular plastic economy. DA strives to partner with the Government, industries, and allied organisations to lead initiatives enabling the transition from a 'use-and-throw' culture to a circular consumption model, which was our traditional practice. In consultation with stakeholders across the plastic and municipal waste value chain, DA aims to advance its initiatives, to design, adopt, and mainstream circularity approaches in plastic waste management.

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## Roundtable on Effective Management of Plastic Wastes

### Agenda

**Date:** 24 February 2023

**Time:** 2 - 4 PM (IST)

**Venue:** Development Alternatives HQ, New Delhi

**Moderator:** Ms Zeenat Niazi, Sr Vice President, Chief Knowledge Officer, Development Alternatives Group

Agenda	
2.00 - 2.05 PM	<b>Welcome Note</b> <i>Dr Ashok Khosla, Chairperson, Development Alternatives Group</i>
2.05 - 2.10 PM	<b>Special Address</b> <i>Mr Pierrick Fillon-Ashida, European Union Directorate-General for Research and Innovation in ASEAN</i>
2.10 - 2.20 PM	<b>Introduction of Participants</b>
2.20 - 2.30 PM	<b>Project Presentation - DA's current work</b> on Plastic Circular Economy and Findings of Gaps & Challenges <i>Ms Gitika Goswami, Associate Vice President &amp; Lead - Policy Research &amp; Planning, Development Alternatives</i>
2.30 - 3.55 PM	<b>Open Roundtable discussion</b> - A roundtable on how to address the gaps in plastic waste management and come up with recommended work areas for DA and the partner organisations
3.55 - 4.00 PM	<b>Closing Remarks</b> <i>Mr Shrashtant Patara, CEO, Development Alternatives Group</i>

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